

NCC Cable System Order

Order #	62629986
Syscode	0397
System Name	Spectrum/Madison East, WI
Market	Madison

AE	Collin Moore
Sales Coordinator	John Muldoon
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+SD Dec18
-	

Flight Dates	02/11/19 - 02/24/19
Agency	Ethica Media LLC
Advertiser	Soglin for Mayor

Client Code	
Product Code	Madison
Est Code	83
Product Name	2.16-2.19
Credit Status	Cash in Advance

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date	02/15/19		
Version	1 Vs. 1		
Show All Lines			
Total # of Weeks	2		
Total	\$1,117.00		
Commission	\$167.55		
Net Total	\$949.45		
Total Spots	97		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Comments :	2/15 New Order: Please review and confirm. Thanks!
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Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	CNN	VARIOUS	2/11/19	2/17/19	05:00	09:00						X	X	-	-	2	\$24.00	\$48.00	30	PRE 12/31/18-03/31/19
2	CNN	AVG. ALL WKS	2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$24.00	\$24.00	30	PRE 12/31/18-03/31/19
3	CNN	CNN NEWSROOM<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$18.00	\$18.00	30	PRE 12/31/18-03/31/19
4	FOOD	AVG. ALL WKS<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	3	\$13.00	\$39.00	30	PRE 12/31/18-03/31/19
5	FOOD	AVG. ALL WKS<	2/18/19	2/24/19	09:00	16:00	X							-	-	3	\$13.00	\$39.00	30	PRE 12/31/18-03/31/19
6	HALL	HALLMARK MOVIE	2/11/19	2/17/19	05:00	09:00						X	X	-	-	2	\$9.00	\$18.00	30	NPE 12/31/18-03/31/19
7	HALL	HALLMARK MOVIE<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	2	\$6.00	\$12.00	30	NPE 12/31/18-03/31/19
8	HALL	AVG. ALL WKS<	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$6.00	\$6.00	30	NPE 12/31/18-03/31/19
9	HALL	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	2	\$11.00	\$22.00	30	NPE 12/31/18-03/31/19
10	HALL	AVG. ALL WKS<	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$11.00	\$11.00	30	NPE 12/31/18-03/31/19
11	HALL	VARIOUS	2/11/19	2/17/19	19:00	24:00						X	X	-	-	2	\$14.00	\$28.00	30	NPE 12/31/18-03/31/19
12	HALL	HALLMARK MOVIE	2/11/19	2/17/19	00:00	05:00						X	X	-	-	2	\$3.00	\$6.00	30	NPE
13	HALL	HALLMARK MOVIE<	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$3.00	\$3.00	30	NPE
14	HGTV	AVG. ALL WKS	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$22.00	\$22.00	30	PRE 12/31/18-03/31/19
15	HGTV	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	1	\$57.00	\$57.00	30	NPE 12/31/18-03/31/19
16	HGTV	LOVE IT OR LIS	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$57.00	\$57.00	30	NPE 12/31/18-03/31/19
17	HGTV	VARIOUS	2/11/19	2/17/19	19:00	24:00						X	X	-	-	1	\$71.00	\$71.00	30	NPE 12/31/18-03/31/19
18	HGTV	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	1	\$17.00	\$17.00	30	PRE 12/31/18-03/31/19
19	LMN	AVG. ALL WKS	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
20	LMN	AVG. ALL WKS	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
21	LMN	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	1	\$5.00	\$5.00	30	PRE 12/31/18-03/31/19

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22	LMN	AVG. ALL WKS	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$5.00	\$5.00	30	PRE 12/31/18-03/31/19
23	LMN	AVG. ALL WKS<	2/11/19	2/17/19	19:00	24:00						X	X	-	-	2	\$6.00	\$12.00	30	PRE 12/31/18-03/31/19
24	LMN	AVG. ALL WKS	2/18/19	2/24/19	19:00	24:00	X							-	-	1	\$6.00	\$6.00	30	PRE 12/31/18-03/31/19
25	LMN	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	2	\$2.00	\$4.00	30	PRE 12/31/18-03/31/19
26	LMN	AVG. ALL WKS<	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$2.00	\$2.00	30	PRE 12/31/18-03/31/19
27	MNBC	VARIOUS	2/11/19	2/17/19	09:00	16:00						X	X	-	-	2	\$14.00	\$28.00	30	PRE 12/31/18-03/31/19
28	MNBC	AVG. ALL WKS	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$14.00	\$14.00	30	PRE 12/31/18-03/31/19
29	MNBC	AVG. ALL WKS	2/11/19	2/17/19	19:00	24:00						X	X	-	-	1	\$45.00	\$45.00	30	NPE 12/31/18-03/31/19
30	OWN	DR. PHIL<	2/11/19	2/17/19	05:00	09:00						X	X	-	-	2	\$1.00	\$2.00	30	PRE 12/31/18-03/31/19
31	OWN	DR. PHIL<	2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
32	OWN	AVG. ALL WKS<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	2	\$1.00	\$2.00	30	PRE 12/31/18-03/31/19
33	OWN	DR. PHIL<	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
34	OWN	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	2	\$2.00	\$4.00	30	PRE 12/31/18-03/31/19
35	OWN	DATeline ON OW	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$2.00	\$2.00	30	PRE 12/31/18-03/31/19
36	OWN	POLICE WOMEN O<	2/11/19	2/17/19	19:00	24:00						X	X	-	-	2	\$3.00	\$6.00	30	PRE 12/31/18-03/31/19
37	OWN	DATeline ON OW<	2/18/19	2/24/19	19:00	24:00	X							-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
38	OWN	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	2	\$1.00	\$2.00	30	PRE 12/31/18-03/31/19
39	OWN	VARIOUS	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
40	OXYG	AVG. ALL WKS<	2/11/19	2/17/19	05:00	09:00						X	X	-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
41	OXYG	AVG. ALL WKS	2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
42	OXYG	AVG. ALL WKS<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$2.00	\$2.00	30	NPE 12/31/18-03/31/19

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Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
43	OXYG	DATELINE: SECR<	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$2.00	\$2.00	30	NPE 12/31/18-03/31/19
44	OXYG	AVG. ALL WKS	2/11/19	2/17/19	19:00	24:00						X	X	-	-	1	\$5.00	\$5.00	30	NPE 12/31/18-03/31/19
45	OXYG	AVG. ALL WKS	2/18/19	2/24/19	19:00	24:00	X							-	-	1	\$5.00	\$5.00	30	NPE 12/31/18-03/31/19
46	OXYG	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
47	OXYG	OFF AIR<	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$1.00	\$1.00	30	PRE 12/31/18-03/31/19
48	SPND		2/11/19	2/17/19	05:00	09:00						X	X	-	-	2	\$13.00	\$26.00	30	PRE 12/31/18-03/31/19
49	SPND		2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$13.00	\$13.00	30	PRE 12/31/18-03/31/19
50	SPND		2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$8.00	\$8.00	30	PRE 12/31/18-03/31/19
51	TBSC	AVG. ALL WKS<	2/11/19	2/17/19	05:00	09:00						X	X	-	-	1	\$21.00	\$21.00	30	PRE 12/31/18-03/31/19
52	TBSC	FRIENDS<	2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$21.00	\$21.00	30	PRE 12/31/18-03/31/19
53	TBSC	AVG. ALL WKS<	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$16.00	\$16.00	30	PRE 12/31/18-03/31/19
54	TBSC	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	1	\$28.00	\$28.00	30	PRE 12/31/18-03/31/19
55	TBSC	FAMILY GUY<	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$28.00	\$28.00	30	PRE 12/31/18-03/31/19
56	TBSC	BIG BANG THEOR<	2/11/19	2/17/19	19:00	24:00						X	X	-	-	1	\$35.00	\$35.00	30	PRE 12/31/18-03/31/19
57	TBSC	AVG. ALL WKS	2/18/19	2/24/19	19:00	24:00	X							-	-	1	\$35.00	\$35.00	30	PRE 12/31/18-03/31/19
58	TBSC	AVG. ALL WKS<	2/11/19	2/17/19	00:00	05:00						X	X	-	-	1	\$13.00	\$13.00	30	PRE 12/31/18-03/31/19
59	TBSC	AVG. ALL WKS	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$13.00	\$13.00	30	PRE 12/31/18-03/31/19
60	TVL	ROSEANNE<	2/11/19	2/17/19	05:00	09:00						X	X	-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
61	TVL	OFF AIR<	2/18/19	2/24/19	05:00	09:00	X							-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
62	TVL	VARIOUS	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19
63	TVL	AVG. ALL WKS<	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$3.00	\$3.00	30	PRE 12/31/18-03/31/19

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Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
64	TVL	TWO AND A HALF/AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	1	\$5.00	\$5.00	30	PRE 12/31/18-03/31/19
65	TVL	MASH<	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$5.00	\$5.00	30	PRE 12/31/18-03/31/19
66	TVL	VARIOUS	2/11/19	2/17/19	19:00	24:00						X	X	-	-	2	\$6.00	\$12.00	30	PRE 12/31/18-03/31/19
67	TVL	VARIOUS	2/18/19	2/24/19	19:00	24:00	X							-	-	1	\$6.00	\$6.00	30	PRE 12/31/18-03/31/19
68	TVL	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	1	\$2.00	\$2.00	30	PRE 12/31/18-03/31/19
69	TVL	AVG. ALL WKS<	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$2.00	\$2.00	30	PRE 12/31/18-03/31/19
70	USA	AVG. ALL WKS<	2/11/19	2/17/19	05:00	09:00						X	X	-	-	1	\$17.00	\$17.00	30	PRE 12/31/18-03/31/19
71	USA	AVG. ALL WKS	2/11/19	2/17/19	09:00	16:00						X	X	-	-	1	\$13.00	\$13.00	30	PRE 12/31/18-03/31/19
72	USA	AVG. ALL WKS	2/18/19	2/24/19	09:00	16:00	X							-	-	1	\$13.00	\$13.00	30	PRE 12/31/18-03/31/19
73	USA	AVG. ALL WKS	2/11/19	2/17/19	16:00	19:00						X	X	-	-	1	\$22.00	\$22.00	30	PRE 12/31/18-03/31/19
74	USA	MODERN FAMILY<	2/18/19	2/24/19	16:00	19:00	X							-	-	1	\$22.00	\$22.00	30	PRE 12/31/18-03/31/19
75	USA	AVG. ALL WKS<	2/11/19	2/17/19	19:00	24:00						X	X	-	-	1	\$42.00	\$42.00	30	NPE 12/31/18-03/31/19
76	USA	VARIOUS	2/11/19	2/17/19	00:00	05:00						X	X	-	-	1	\$10.00	\$10.00	30	PRE 12/31/18-03/31/19

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77	USA	AVG. ALL WKS	2/18/19	2/24/19	00:00	05:00	X							-	-	1	\$10.00	\$10.00	30	PRE 12/31/18-03/31/19

	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Total
SPOTS	97	0	0	0	0	0	0	0	0	0	0	0	97
AMT	\$1,117.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,117.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 04/03/19

62629986 | Madison | Spectrum/Madison East, WI | 0397 |